

REPLACEMENT ABSTRACT

An arrangement ~~(100)~~ for distributing a content item, comprising including a content provider (116) arranged for embedding extra information in a video portion of the content item and for making the content item with said embedded extra information available for reception by a rendering device. ~~(110)~~, ~~which comprises receiving means (111) for receiving~~ The rendering device has a receiver which receives the content item, ~~decoding means (112) for decoding~~ a decoder which decodes the extra information from the video portion, ~~embedding means (113) for embedding~~ an embedder which embeds the extra information in an audio signal ~~(120)~~, and ~~rendering means (114) for rendering~~ a renderer which renders the audio signal ~~(120)~~.

Fig. 1